PLAN-A-PLAN-O-GRAM

SPECIFICATIONS

ROWS:	*250*	*FOR:*	GRAND UNION
CAPACITY:	*1,254*		3x4x3 7 SHELF
DATE:	*Nov-95*		
AUTHORIZED BY:		*POG# 2*	CHANGE EFF 11/95

COMPANY	SHARE OF MKT	ROWS	CTNS	RACK SHARE	$ MONTH	$ YEAR
PHILIP MORRIS	56.7	128	644	51.4		
R.J. REYNOLDS	13.8	23	115	9.2	0	0
LORRILLARD	15.3	47	235	18.7	$194.00	$2,328.00
B&W	12.9	42	210	16.7	$126.00	$1,512.00
L&M	1.3	10	50	3.9	$30.00	$360.00
TOTAL		250	1,254			

PM 10 ROWS 8 HIGH	PM 13 ROWS 8 HIGH	PM 10 ROWS 8 HIGH
PM 10 ROWS 5 HIGH	PM 13 ROWS 5 HIGH	PM 10 ROWS 5 HIGH
PM 10 ROWS 5 HIGH	PM 13 ROWS 5 HIGH	PM 10 ROWS 5 HIGH
PM 5 ROWS 5 HIGH	LOR 13 ROWS 5 HIGH	LOR 10 ROWS 5 HIGH
LOR. B&W 4 ROWS 6 ROWS 5 HIGH	B&W 13 ROWS 5 HIGH	LOR 10 ROWS 5 HIGH
B&W 10 ROWS 5 HIGH	B&W 13 ROWS 5 HIGH	LOR 10 ROWS 6 HIGH
RJR 10 ROWS 5 HIGH	RJR 13 ROWS 5 HIGH	LM 10 ROWS 5 HIGH

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Source: https://www.industrydocuments.ucsf.edu/docs/sply0000